Deep Political Leaning Analysis System (DPLAS)

2016 Spring - Web Retrivel and Mining - Final Project

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1. INTRODUCTION

The main objective is to analyze a user's political leaning based on his posts. With vector space model, we treat query (user's posts) and documents (political parties' posts) as vectors. Then we can analyze user's political leaning with distance or similarity between their vectors.

Another important assumption is that posts about different topic may come from different language model. If we treat them as a large vector, it's unreasonable that a post can contain various topics. As a result, we will classify documents and user's query into different topics, creating a vector space model in each topic.

2. IMPLEMENTATION

The whole algorithm is basically a multi-class classification algorithm, with the political parties as classes. Most of time, text classification problem is simply applied with some linear classification techniques e.g. linear SVM. But here we think that since each document has its own topic like talking about gay-marriage.

The assumption we make here is that documents about different topic may come from different language model. So what we do first is to partition our documents into different topics by clustering algorithm. Then we train classifiers for each different topic base on the documents of the topic.

For a query (a user), we treat it as a set of documents. Then we classify each document of that set (user), aggregate the result and turns it into the result for that user.

2.1 Cluster Data Into Different Topics

The first job we have to do is to cluster data into different topics. We use K-Means Clustering to separate them into 12 different topics. The motivation of clustering data is: for documents with various topics, we assume they are generated from different language models.

For instance, a document about homosexuality is irrelative to capital punishment, and we'll assume it is generated from homosexuality model.

2.2 Build Bigram Vector Space Model

For each topic, we build a bigram vector space model based on data in the cluster. Thus, for a new document in this topic, we can measure it as a vector.

This model is based on *TF-IDF* and *Okapi BM25* smoothing method.

- $TF_{doc}(term) = \log(\frac{total\ docs - docfreq(term) + 0.5}{docfreq(term) + 0.5})$

- $IDF_{doc}(term) = \frac{c(term,doc)(k+1)}{c(term,doc) + k(1 - b + b \times \frac{doc}{avgdoclen})}$

- $TFIDF_{doc}(term) = TF_{doc}(term) \times IDF_{doc}(term)$

where $c(term, doc)$ is the term frequency in document doc.

In this project, the parameters (k, b) are $(1.6, 0.75)$.

2.3 Measure Posts From Known Parties

For a post from a known party, we first determine which topics it discusses about, and measure it in the corresponding vector space model. This vector will be labeled to the specific party.

As a result, there are lots of labeled vectors in each topic model. They will be used to analyze user's political leanings.

Table 1: Result

Name	Party	Result(國民黨, 民進黨, 時代力量, 親民黨, 綠黨, 社民黨)
國民黨李大砲李新	國民黨	**0.357**,0.053,0.185,0.125,0.126,0.155
民主進步黨	民進黨	**0.298**,0.065,0.218,0.131,0.131,0.156
柯文哲	無黨籍	**0.260**,0.075,0.244,0.129,0.129,0.162
蕭美琴	民進黨	0.236,0.118,**0.238**,0.126,0.127,0.155
連勝文	國民黨	**0.366**,0.035,0.234,0.116,0.116,0.133
邱毅『談天論地話縱橫』	新黨（親民-國民黨）	0.174,0.188,**0.218**,0.130,0.131,0.159

2.4 Analyze User Political Leanings

To analyze a user's political leaning, we first have to extract the user's information. Here we treat each user as a set of vectors $\{d\}$, where each vector representing a post/article/document he wrote.

Then we use our algorithm above to estimate the probability $Pr(x$ is similar to posts of political party $y\|x, \theta)$ of each post it wrote. But it remains an issue   what is the political leaning of that user given his post's political bias ?

Here we just average all political bias of its posts and treat it as the political leaning of that user. The algorithm is *K-Nearest Neighbors* and *logistic regression*, with *cosine similarity*.

But one more issue remains : what if that user don't posts a lot?

Here we use an active-learning-flavored idea : provide several posts from out data set and make the user to choose which it identify with. The post the user choose can be seen as the post it wrote. And the extended user posts set is then applied with our algorithm to figure out the political leaning.

3. RESULT

The results shown in table 1 are estimated probability of having political leaning similar to some party. The order is 國民黨, 民進黨, 時代力量, 親民黨, 綠黨, 社會民主黨.

The ground truth of a person's political leanings is hard to define. What's worse, we found people tend to post neutral and ambiguous remarks. Thus, the precision is limited because so many documents are too similar.

In addition, in Taiwan, politics of different parties are similar as well. Their choice of words doesn't differ so much. Therefore in vector space model, we can't distinguish them will based on words.

4. WORK DISTRIBUTION

- 陳力: model design , data clustering , website data crawling

- 林祐萱: demo website , FB posts data crawling , inverted file , model design

- 林書瑾: inverted file, topic VSM, *Liberty Times* news crawling

- 蔡尚佑: PTT Data crawling

5. DOCUMENT SET

We crawl data from:

- Liberty Times News, UDN news

- Facebook Pages

- PTT Gossiping

- Political Parties and NGOs

Download Link:
https://goo.gl/69bUCH